



TRAVEL PRINTOUT

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Domestic Travel Reaches Record High in 1989

More Americans traveled in 1989 than ever before, amassing nearly 1.26 billion person-trips, a 2 percent increase over 1988. (A person-trip is one person traveling 100 miles or more away from home).

Total travel increased for the fifth consecutive year in 1989 and has increased more than 23 percent during that five-year span, according to the Data Center's 1989 National Travel Survey Full-year reports.

After leveling off in 1988, business travel increased more than 9 percent with 232 million person-trips. More than 22 percent of all business trips were combined with vacation in 1989, double the percentage in 1988.

Vacation and weekend travel also enjoyed banner years in 1989. Vacation travel jumped 6 percent to total more than 878 million person-trips, and weekend travel rose 4 percent with more than 582 million person-trips.

Traveling by automobile, truck or RV was again the most popular mode of transportation in 1989, increasing 3 percent over 1988. More than 78 percent of all travel was auto-related in 1989, while 19 percent traveled by air.

Travel for pleasure purposes grew for the sixth consecutive year, registering more than 945 million person-trips. Visiting friends and relatives was the most popular purpose for pleasure travel, followed by entertainment and outdoor recreation.

Attracting more travel than any other census region, the South Atlantic received 281 million person-trips in 1989. Only two other regions showed gains during the year, the East South Central and Mountain regions.

The age group of 18-34 took the greatest share of trips in 1989 with more than 40 percent. The 35-54 group, including the leading edge of the "baby boom," took 36 percent of all trips, while those 55 and over accounted for the remaining 24 percent.

Hotels/motels was again the most popular lodging type in 1989 with 43 percent of all person-trips. Lodging at friends and relatives homes garnered 39 percent. The average number of nights spent in hotel/motel, 3.3 nights, fell for the fifth consecutive year, continuing the trend toward shorter durations.

After decreasing for the past three years, average travel party size increased slightly to 1.9 persons per trip.

The Data Center's full year reports; **The 1989 Travel**

Executive Briefing, a complete overview of 1989 travel activity, and **The 1989 Travel Market Close-up**, a collection of detailed data tabulations are available for \$145 each, or \$265 per set by writing to: U.S. Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036. (Data Center members will be receiving a complimentary copy).

European Travel Expert to Speak at Travel Outlook Forum

Rolf Freitag, of the European Travel Data Center, will reveal the travel characteristics and patterns of Europeans, at the U.S. Travel Data Center's sixteenth annual Travel Outlook Forum.

The forum, co-sponsored by the Travel and Tourism Research Association and held in conjunction with the Travel Industry Association's National Conference, will be held on October 16-17 at the Pittsburgh Hilton & Towers in Pittsburgh, Pennsylvania.

Freitag is the coordinator of the European Travel Data Center in Luxembourg. The ETDC produces the **European Travel Monitor**, which collects detailed information on both inbound and outbound travel markets.

Nearly 35,000 Europeans are interviewed six times a year to determine their travel during the previous two months. A total of 200,000 are interviewed every year to provide highly reliable measures of travel volume, market share, characteristics and trends.

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The U.S. Travel Data Center's 1991 TRAVEL OUTLOOK FORUM

Co-sponsored by the Travel & Tourism Research
Association

Pittsburgh, Pennsylvania
October 16-17, 1990



Motor Fuel Leads Travel Price Increases in June

After decreasing in May, the cost of travel in the United States increased moderately due in part to the rise in motor fuel prices. According to the Data Center's latest Travel Price Index (TPI), the cost of travel rose 0.8 percent in June.

The TPI, which measures seasonally unadjusted changes in the cost of travel in the U.S. grew to 133.9 (1982 - 84 = 100) during June.

For comparison, the overall cost of goods and services Americans purchased as measured by the Consumer Price Index (CPI) rose 0.5 percent to 129.9.

Travel Price Index and Components

June 1990	Monthly % Change May 1990 to June 1990	Annual % Change June 1989 to June 1990
TPI Component		
Transportation	1.4	4.0
Airline Fares	0.3	11.6
Other Intercity Trans.	0.7	1.6
Intracity Public Trans.	0.5	6.7
Motor Fuel	2.3	-1.5
Lodging	1.2	6.1
Food and Beverages	0.3	5.0
Away From Home	0.3	6.7
Entertainment	0.3	6.7
TRAVEL PRICE INDEX	0.8	5.4
CONSUMER PRICE INDEX	0.5	4.7

Source: US Travel Data Center and the U.S. Bureau of Labor Statistics

Motor fuel showed the largest increase in June, jumping more than 2 percent. Even though motor fuel showed the highest increase, it decreased more than 1 percent over the last 12 months.

Overall transportation costs rose 1.4 percent in June. Airline fares, intercity transportation and intracity public transportation showed slight increases.

Entertainment also showed a slight increase, rising 0.3 percent in June. Food and beverages away from home also showed a 0.3 percent increase in June. Lodging costs showed an increase of more than 1 percent.

Over the past 12 month period, the TPI rose 5.4 percent, influenced by a 11.6 percent jump in airline fares and a 6.7 percent increase in entertainment. Intracity transportation and lodging showed increases of 6.7 and 6.1 percent, respectively.

April Travel Jumps 9 Percent

Travel this April increased nearly 10 percent over last April with more than 88.9 million person-trips taken by

U.S. residents, according to the Data Center's latest National Travel Survey (NTS) results. (A person-trip measures each person traveling 100 miles or more away from home.)

The largest increase occurred in weekend travel, keeping with the ever-growing trend towards weekend travel closer to home. The average round-trip distance for weekend travel dropped from 720 round-trip miles in April 1989 to 600 round-trip miles this April.

Vacation travel also increased significantly in 1989 with more than 59 million person-trips. In addition, there were more people in the average party this April, compared to last April.

There were more than 15 million business person-trips this April, a 9 percent decrease over April 1988, but the trips were longer in duration, averaging 3.6 nights this year compared to 3.1 nights last year.

Automobile travel jumped nearly 14 percent with more than 71 million person-trips. Air travel declined slightly in February 1990, but those who traveled by air flew farther. The average round-trip distance for air travel rose to 1930 miles from 1790 miles in April 1989, resulting in the increase in air passenger miles reported by the Air Transport Association.

Pleasure travel increased nearly 10 percent this past April with 66 million person-trips. The average round-trip distance for pleasure travel decreased from 890 round-trip miles last April to 680 round-trip miles this April.

The overall average duration of a trip increased to 3.6 nights in April 1990, compared to 3.4 nights in the previous year. Air travel showed the largest increase, jumping from 4.3 nights to 5.1 nights per trip.

Travel to the Great Lakes Region surged to 13.1 million person-trips in April 1990. Travel to the West Region remained strong while travel to both the Northeast and Southeast Regions grew moderately, posting year-to-date increases of 9 and 6 percent, respectively.

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TRAVEL PRINTOUT reports on Data Center projects, national travel research conducted by other organizations and trends in the U.S. Travel Industry. Subscriptions are \$75 per year; Foreign countries, \$80 per year payable in U.S. funds. ISSN: 0744-6233.

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The U.S. Travel Data Center and The European Travel Data Center recently signed an agreement to become the exclusive representative on their respective continent of each other's products, primarily in depth research surveys.

"It was important for us to expand our services internationally in order to help meet the growing challenges of the 1990s and to better serve the U.S. travel industry," said Suzanne Cook, executive director at the Data Center.

Other keynote speakers for this year's forum will include: Data Center Executive Director Suzanne Cook, Don Wynegar, director of the office of research at the U.S. Travel and Tourism Administration and Dr. Steve Malin, who will discuss the 1991 economic outlook.

The 1991 Travel Outlook Forum and the Travel Industry Association's National Conference will be held October 16-17 at the Pittsburgh Hilton & Towers in Pittsburgh, Pennsylvania. Registration for the forum only for TIA/Data Center/TTRA members is \$195, non-members, \$225. The entire two-day conference and forum is \$350 for members and \$420 for others.

For additional information or to register for the forum and conference contact the Data Center at (202) 293-1040.

Discoveries needed...

Do you have a travel research project that deserves a little recognition? **Travel Printout** is the place in the monthly "Discoveries" section.

"Discoveries" is a **Travel Printout** feature designed to give added exposure to all types of travel-related research.

To submit your company's travel research projects, send a brief description of the report, including the price, address, and contact name, to Scott Dring, U.S. Travel Data Center, 1133 21st Street, Washington, D.C., 20036.

Winter Travel Report Released

Travel in Winter 1989-90 reached a record high with more than 260 million person-trips, a 5.6 percent increase over the same period last year, according to the Data Center's *1989-90 Winter Travel Market Report*.

The report, which encompasses U.S. resident travel over December 1989, January and February 1990, is measured through the monthly National Travel Survey.

Nearly three-fourths of the winter 1989-90 person-trips were taken for pleasure purposes. There were more than 187 million pleasure person-trips last winter, a nearly 5 percent increase from the previous winter. More than 48 percent of all pleasure travelers stayed with friends/relatives while 35 percent stayed in commercial lodgings.

Hotel/motel volumes posted the largest increase over last winter in terms of person-trips, even though the duration of stays were shorter. All other types of travel experienced a rise in volume as well, such as business/convention and weekend travel, which increased 13 and 14 percent, respectively.

Of the 47 million business person-trips taken during the winter, 12 percent were also considered to be a vacation trip. Business travelers stayed an average of 3.4 nights on their trips, compared to 4.2 nights for all travelers.

Average round-trip distances and average trip durations during winter 1989-90 were very similar to those last year. People traveling during the season went an average of 980 round-trip miles and spent, on the average, 4.2 nights away from home.

Auto travel increased over last winter. There were more than 198 million person-trips by automobile last winter, a 5 percent increase over the previous winter.

The 1989-90 Winter Travel Market Report can be purchased for \$100 by contacting the Data Center at (202) 293-1040. (Data Center members will be receiving a complementary copy).

Region	MAY 1990 visits	% Change from May 1989	Year to Date 1990/89*
NEW ENGLAND	1,524,410	11.3%	3.8%
MIDDLE ATLANTIC	2,435,648	-20.9	-15.9
SOUTH ATLANTIC	7,544,899	-17.8	-8.0
EAST SOUTH CENT.	1,550,465	-22.9	-2.0
EAST NORTH CENT.	533,767	-4.2	1.4
WEST NORTH CENT.	857,423	-5.6	-52.1
WEST SOUTH CENT.	3,043,609	-10.8	-3.9
MOUNTAIN	4,043,213	1.9	2.8
PACIFIC	3,992,552	-8.2	-4.1
TOTAL	23,525,986	-11.5	-6.9

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

Census regions: New England: Conn., Maine, Mass., N.H., R.I., Vermont. Middle Atlantic: N.J., N.Y., Penn. S. Atlantic: Del., District of Columbia, Fla., Ga., Md., S.C., Va., W.Va. East South Central: Ala., Ky., Miss., Tenn. West South Central: Ill., Ind., Mich., Ohio, Wis. East North Central: Iowa, Kan., Minn., Mo., Neb., S.D. West North Central: Ark., La., Okla., Texas. Mountain: Ariz., Colo., Idaho, Mont., Nev., N.M., Utah, Wyo. Pacific: Alaska, Calif., Hawaii, Ore., Wash.

Current Travel Indicators - 1990

	Month	Value	Units	Percent Change		
				Last Month	Year Ago	Year To Date
Establishment Receipts or Retail Sales						
Hotels, Motels, Other Lodging Places(1).....May		\$ 5,468	million	0.9	7.9	8.3
Eating and Drinking Places(2).....May		\$14,930	million	-0.5	4.0	2.0
Gasoline Service Stations(2).....May		\$ 9,642	million	-1.6	-3.7	2.0
Commercial Lodging Demand						
Hotel/Motel Occupancy Rates(3).....May		64.9	percent	2.7	1.6	2.1
Real Demand for Commercial Lodging(4).....May		65.0	million	1.7	4.5	4.3
Airline Passenger Traffic (5)						
Domestic Revenue Passenger-Miles.....May		26.8	billion	-0.4	2.6	3.9
Int'l Revenue Passenger-Miles.....May		9.5	billion	8.9	14.4	19.0
Highway Traffic Volume (6)						
Rural Arterial Passenger-Miles.....Apr		43.8	billion	0.7	6.0	4.7
Rail Passenger Traffic (7)						
Amtrak Passenger-Miles.....May		512.9	million	-5.6	1.2	2.3
Travel Price Index (1982 - 84 = 100) (8).....May						
		132.9		-0.2	5.2	6.3
U.S. Resident Travel						
Total Person-trips(9).....Apr		88.9	million	1.3	9.6	6.7
Vacation Person-trips(9).....Apr		59.2	million	13.0	28.7	10.4
Total Person-nights(10).....Apr		320.0	million	-1.5	15.0	13.0
Vacation Person-nights(10).....Apr		243.0	million	10.5	29.1	11.3
Public Use of National Parks (11)						
Visits.....May		23,525,986		17.1	-11.5	-6.9
Overnight Stays.....May		1,509,948		42.7	0.9	3.4
Foreign Arrivals to the U.S.						
From Overseas(12).....Mar		1,108,574		19.8	0.6	8.1
From Canada(13).....May		1,287,874		-12.0	9.9	12.9
From Mexico(12).....Mar		85,870		18.1	-23.0	-5.4
U.S. Citizen Departures						
To Overseas(12).....Jan		N/A				
To Canada(13).....May		1,042,919		55.5	1.5	2.9
Domestic Demand for Gasoline						
Barrels/Day(14).....May		7,153	thousands	0.5	-3.1	-1.2

(1) Source: Smith Travel Research, seasonally adjusted. (2) Preliminary; revised monthly. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted, 1986 and 1987 data have been revised. (4) Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Preliminary; revised monthly. Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) U.S. Travel Data Center. Data is not comparable to earlier published numbers due to revised methodology. (11) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (12) Source: U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (13) Statistics Canada. (14) Preliminary; Source: U.S. Department of Energy.

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